

NORTH BEACH
ECONOMIC DEVELOPMENT COMMITTEE MINUTES
North Beach Town Hall
January 23, 2019

In attendance: Deborah Noyes, Lisa Payne, Deb Benefield, Carrie Hansen and Council Liaison Gwen Schiada (via phone) (there were 3 guests in attendance – Larry Jaworski from CB EDC, Danita Boonchaisri from CC ED and Stan Benefield)

The meeting was called to order at 7:10 PM by Deborah Noyes

Crosswalk Business Summit Outputs w/ Strategic Plan (Primarily focused cross walking on the answers to Q3 (What opportunities are being missed? and Q4 (How can EDC help support businesses?)

1. Attractions to bring visitors to NB as well as encourage residents to walk around town

- Discussed possible art projects placed around town that businesses/residents/groups could sponsor. Examples discussed were paint the pots, art objects like the Calvert County seahorse statue project, Annapolis chicken sculptures, New Bern, NC bears

Goal: Bring people to town, build community, supports our art branding, supports the businesses requests for encouraging people to walk around town

The Sculpture Project Idea:

Next Step: Talk to Annmarie Sculpture Garden & Art Center about the logistics of doing the sculptures around town since they were the lead on producing the seahorse sculptures for the CC project. Deborah will contact them.

The Paint the Pots Idea:

Next Step: Questions to be answered – Who's paying? Who's painting? Do we want it to look professional or homegrown?

2. Revitalize the Beach Trolley/Bus

- A small working group from CB EDC & NB EDC met this past year to develop a new business model for the Beach Bus. They paused their work to wait for new administration in NB. They will reconvene and complete the draft business model and deliver it to NB mayor and town council. CB mayor is currently in support of this project.

3. More Winter Festivals

- Possible Events: Christmas Stroll in December – businesses would stay open later to offer holiday refreshments to bring visitors and residents into their businesses and walk around town. There was discussion about the possibility of coordinating this event with the Garden Club with the thought that they could have a mini-tour; perhaps a few places that would be willing to do a holiday, candlelight tour.

4. Use of Pier

- Discussions about various ways we could use the pier in a way that would bring visitors into NB via the water approach: water taxi, group kayaking events, eco-tourism events

5. Cross Promote w/ Chesapeake Beach

- Joint projects either already doing or planning to do:

NB EDC, CB EDC, CC ED Meeting 2/13/19

Beach Bus

5G Project

Taste the Beaches

EDC October Business Summit Presentation

When: February Work Session

What: PPT and verbal presentation

Who: Deborah and Gwen

Next Business Summit

When: end of April

Where: NB Town Hall

Format: Expert Panel for part of it; comprised of CC ED (Kathy McAdams, Business Retention Specialist; Danita Boonchaisri, Deputy Director/ Business Development; Hilary Dailey, Tourism Program Specialist; Bob Carpenter, Chamber of Commerce

Brainstorming for part of it

Danita suggested that one goal of the expert panel should be that they provide some new info that the business owner can leave with

Suggested having door prize raffle

North Beach Anniversary

It was pointed out that 2019 is NB's 120th Anniversary (incorp 1899)

Adjourned at 8:10 PM

Respectfully submitted by Deborah Noyes 1-4-2019